



QUANTITATIVE EVALUATION OF VIRTUELLE LIMESWELTEN MOBIL APPLICATION

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APPLICATION EVALUATION TABLE

Name of the App: Virtuelle Limeswelten mobil															
URL: https://play.google.com/store/apps/details?id=de.alpstein.alpregio.Limes															
Map	Map GPS	Map Static	AR	Photos	Articles	Particip.	P. Review	P. Rating	P. Upload	Share	Audio	Video	Nearby	Links	Tours
X	X	X		X	X	X		X		X	X	X	X	X	X

Content Structure of Virtuelle Limeswelten mobil App:

1. **Welcome:** Home screen of this app is user-interactive with multiple options like World Heritage, Multimedia, Cards, Favorite places, Nearby Restaurants etc. Welcome Screen is organized with the menu of the app.
2. **Map:** An interactive map is available in this app with directions.
3. **Engagement:**
 - Interest: It engages the user for 5-10mins for reading short descriptive articles, finding places, restaurants etc.
 - Customization: This app allows insufficient customization limiting functions like download map etc.
 - Interactivity: This app provides basic interactive features for adequate functionality e.g., user can give feedback for the whole app, not for the specific places, cafes etc. and user can save the address, map location.
 - Target group: This app is acceptable but not targeted. This app is good and useful, also provides information but language issue exists. Primarily useful for audience with German knowledge skills.
4. **Functionality:**
 - Performance: Overall the app works very well. It took time while loading maps and searching for nearby places.
 - Ease of use: App is user-friendly. Users can easily use this app without any complexity issues.
 - Navigation: It is good to use its menu options especially the tabs under the selected menu.
 - Gestural design: Its interaction is consistent i.e., taps/swipes/pinches/scrolls. Works perfectly.
5. **Interface Design:** I find moderate quality graphics and visual design in this app. Overall interface design is good. Visual appeal is on average in the design.
6. **Information:** Information in the app contains good description of nearby places with phone numbers and locations marked on the map.
7. **Supportability & Cost:** App is free of cost and I didn't experience any supportability issue while downloading it on my device.
8. **Contact:** Contact information of the app developer and nearby places are also mentioned in this app.

Opinion: Overall, I like this app and its features. Especially, its simple and user-friendly interface with required and associated information with tab buttons. I would like to use its tag-functionality in my prototyping design, because the developer can attach all the required or associated information with the selected menu option in different tags which makes the interface easy and clear for the users. I would also like to add some multimedia (videos and pictures) to make it more interactive.